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	Filing Date		2000-11-16	
	First Named Inventor Lel		Leland James Wiesehuegel	
(Not for submission under 37 CFR 1.99)	Art Unit		3693	
(Not lot submission under 37 CFR 1.99)	Examiner Name Lalita		alita M. Hamilton	
	Attorney Docket Number		AUS9-2000-0736-US1	

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## 09714726 **Application Number** Filing Date 2000-11-16 INFORMATION DISCLOSURE First Named Inventor Leland James Wiesehuegel STATEMENT BY APPLICANT **Art Unit** 3693 ( Not for submission under 37 CFR 1.99) **Examiner Name** Lalita M. Hamilton AUS9-2000-0736-US1 Attorney Docket Number 1 If you wish to add additional non-patent literature document citation information please click the Add button EXAMINER SIGNATURE 3 29 2009 **Examiner Signature Date Considered** \*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. 2 Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>3</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>4</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>5</sup> Applicant is to place a check mark here if English language translation is attached.

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	Art Unit		3693	
	Examiner Name Lalita		ta M. Hamilton	
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First Named Inventor	Leland Ja	mes Wiesehuegel		
Art Unit		3693		
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	1	LESZCZYC, Peter T.L., and Gerald Häubl, Abstract of "Bidding Frenzy: Intensity of Competitive Interaction Among Bidders and Product Valuation in Auctions", see especially pgs. 5 - 6. Retrieved on 6/25/2008 from: www.business. ualberta.ca/ppopkowski/Papers/ACR%20SPECIAL%20SESSION%20SUMMARY.doc. Also available at http://www.acrwebsite.org/volumes/display.asp?id=7910 published in "Advances in Consumer Research", Vol. 28, 2001, pp. 451-453									

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2	MILGROM, Paul; "Putting Auction Theory to Work: The Sim - 5 and pg. 12 lines 30 - 38; retrieved on 6/25/2008 from: ht	nultaneous Ascending Auction"; see especially pg. 4 lines 4 ttp://www-econ.stanford.edu/faculty/workp/swp98002.pdf				
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